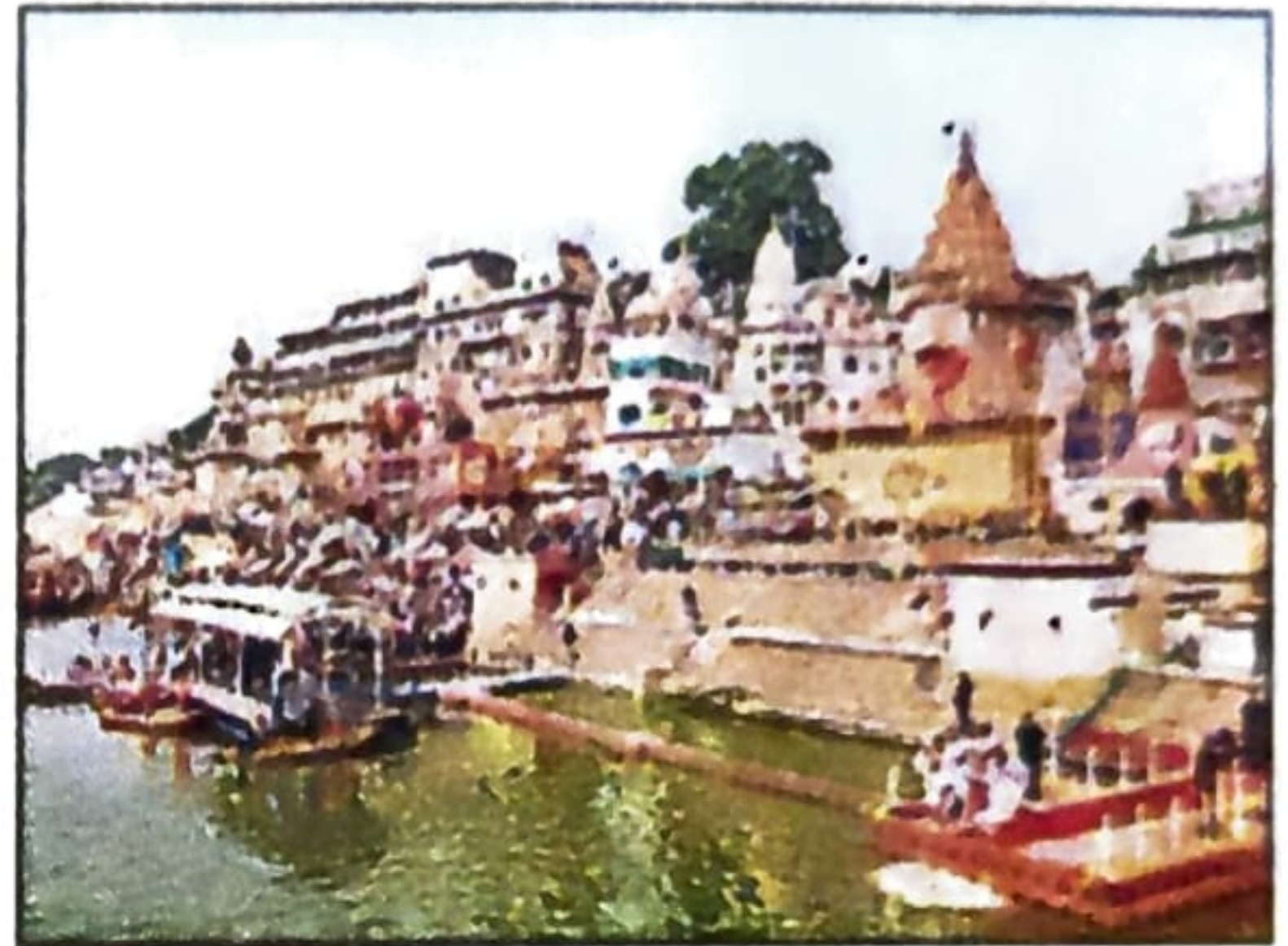


Tourists spent ₹21.5k cr in Kashi in 2023: Report

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Lucknow: An overnight tourist visiting Varanasi spends Rs 3,272 per night against an expenditure of Rs 1,567 incurred by a tourist who spends a day in the holy city, shows a report on tourism and its impact on local economy in Varanasi by Ahmedabad-based Entrepreneurship Development Institute of India (EDII) released days before this high-profile constituency goes to vote on June 1.

While the expenditure for an overnight tourist is the highest for puja (29%) and accommodation (28%), the day tourist spends majority on shopping (27%) followed by local tour package and trans-



Expenditure for an overnight tourist is highest for puja (29%)

port (19% each). As many as 69% tourists stay in Kashi for two or three nights.

Based on the feedback from 9,449 overnight tourists, and 2,983 day tourists, the report shows a gross local expenditure of Rs 21,598 crore (by overnight and day tourists) in 2023.

► **Most satisfied, P 5**